

## **TOOLS FOR COUNCILS AND SMALL BUSINESSES**

### **Small Business Friendly Councils (SBFC)**

The Small Business Commission's SBFC initiative provides councils with resources to help you support your local small businesses. Our website includes fact sheets, guides, case studies, tool kits and best practice articles. Learn more: <https://bit.ly/3hBc9Y6>

### **Local Procurement Tool Kit: Helping local small businesses supply to Councils**

Buying local supports boosts local economies and communities. Our Local Procurement tool kit has a range of guides and advice to help councils buy goods and services from local small businesses, and to help small businesses be procurement ready. Access the guide and tools here: <https://bit.ly/3kSHFD5>

### **Buy Local Campaigns**

Encouraging residents and visitors to 'buy local' promotes local businesses and can help keep money circulating in your region. Help support your small businesses by starting your own Buy Local campaign. <https://bit.ly/33uHlhf>

### **Vibrant Main Streets**

The main street is the heart of the local community. Some main streets have been hard hit by drought, bushfires, COVID-19 crises, changing customer behaviours and operating restrictions. We've put together some practical ideas for councils to support small businesses and keep main streets vibrant. Read more: <https://bit.ly/2FDu1UQ>

### **Home business hub**

Home businesses are a vital part of NSW's economy. Our online home based business resources have information on requirements, where to go for support, and advice on how to get started. For more information on making it easier for more home based businesses to thrive go to: <https://bit.ly/2RuSXR5>

Read the quick reference guide: <https://bit.ly/3hAvwjk>

### **Visual Merchandising**

Our visual merchandising guide gives retail businesses ten easy to follow tips on how to keep customers coming through the door and to increase sales.

Download the guide: <https://bit.ly/32x8iH6>

### **Building Resilient Businesses**

Having a plan for a crisis or a disaster is simply good business. It could be the difference between a business being out of action for a few days or never reopening. We've developed a series of guides to help communities and small businesses prepare for and recover from unexpected disasters. Download the guides: <http://bit.ly/2sOJDhG>

### **Mediation Services**

Our mediation service is cost effective and closely managed in a neutral and confidential manner. Our team can assist at any stage of a dispute, helping those involved to address key issues and find solutions. Whether the dispute is between businesses or business and government, we can help.

Contact us: <https://bit.ly/2GmiVEb>

### **Advocacy**

We also advocate for small businesses by ensuring small business needs are front-of-mind for NSW Government decisions and by providing information resources, strategic advice and practical guidance to tens of thousands of small businesses each year. Contact us: <https://bit.ly/2GmiVEb>

### **Stay Informed**

Sign up to our email newsletter to get monthly updates from the Commission with information and resources to help you support your small businesses.

Sign up: <https://bit.ly/3msQsNi>

### **Connect with us**

We value our relationship with local councils and believe together we can do great things to support NSW small businesses. If you have feedback, issues or need some help, contact the Small Business Commission's Small Business Friendly Councils Team at: [sbf.councils@smallbusiness.nsw.gov.au](mailto:sbf.councils@smallbusiness.nsw.gov.au)

## SMALL BUSINESS HUBS AND RESOURCES

### Service NSW for Business

Service NSW for Business offers personalised support to small business owners as they start, run and grow their businesses, and as they adapt and recover in times of crisis.

- **Business Concierge:** dedicated staff providing free, step-by-step guidance over the phone and via email. Call 13 77 88 or request a call back by visiting <https://bit.ly/32B6ltr>
- **Digital dashboard:** self-directed online tool to make and track government transactions and grant applications and manage regulatory obligations. Includes new personalised Business Profile platform find out more: <https://bit.ly/32A4Njc>
- **Online business guides:** self-paced how-to information on licensing and regulations. Read the guides: <https://bit.ly/3kjRn0O>

### Business Connect: small business advisory service, online events and resources

Small businesses can access a network of more than 120 business advisors for tailored, independent support to help them start, run, adapt or grow. As well as local advisors across NSW, Business Connect provides specialist and multicultural advisory support. Find out more: <https://bit.ly/34pN4fA>

### October is NSW Small Business Month

NSW Small Business Month is NSW Government-sponsored festival that brings together all levels of government and industry leaders to support the small business community. Find out more: <https://bit.ly/2FqKD2B>

### Training Services

Training Services NSW, part of the Department of Education, has services to support small businesses reskill and upskill. Business can find out about a range of programs at the Training Services NSW website: <https://bit.ly/3iADLOi>

### COVID-19 and Bushfire Support

Please visit or refer small businesses to Service NSW's business support hub: <https://bit.ly/2E8qItY>

### Drought Support

Please visit or refer small businesses to the Department of Primary Industries one-stop online portal: <https://bit.ly/2RyPiBC>

### Mentally healthy workplaces

Business and their staff benefit when people can keep mentally healthy at work. The last 12 months has had a profound effect on the mental health and well-being of affected businesses.

- **Mentally Healthy Workplaces** - SafeWork NSW offers free programs to small businesses and employees. Find out more: <https://bit.ly/2ZEIsjW>
- **Recovery @ Work** - The COVID-19 recovery@work toolkit provides a one stop shop for tips and resources to help with adjusting to new ways of working. Access the toolkit: <https://bit.ly/3msvf6r>
- **Ahead for Business digital hub** - the digital hub offers much-needed support for small businesses mental health with tailored resources and tools for any adverse event and more so during the COVID-19 recovery. Find out more: <https://bit.ly/32wqXTo>